

Message Text

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72

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 106310

R 091400Z JUN 75
FM AMCONSUL MILAN
TO SECSTATE WASHDC 4069
INFO USDOC WASHDC
AMEMBASSY ROME

UNCLAS MILAN 1033

E.O. 11652: N/A
TAGS: BEXP, IT
SUBJECT: JUNE 4TH EDP USA FINAL REPORT

REF STATE'S A-3156

1. 4TH EDP USA - MINICOMPUTERS, TERMINALS PERIPHERALS EXHIBITION
2. USTC MILAN, JUNE 3-7, 1975
3. 53 PARTICIPANTS FOR 83 EXHIBITORS
4. SALES DURING SHOW - \$3,950,100
5. SALES PROJECTED DURING COMING YEAR:
 - A. NTM: \$6,785,000
 - B. OTM: \$20,385,000
- TOTAL - \$27,170,000
6. FIVE EXHIBITORS SOUGHT EXREPS
7. FIVE EXREPS APPOINTED DURING SHOW
8. TEN ADDITIONAL EXREPS EXPECTED NEXT 12 MONTHS
9. N/A
10. TOTAL REGISTERED VISITORS: 2082
11. A. ADVANCED TERMINALS, MOHAWK, N.Y. NTM SALES DURING EVENT: \$1200. EXPECTED 12 MONTHS: \$100,000. APPOINTED ONE EXREP DURING SHOW. PENETRATED ITALY, SWITZERLAND FOR FIRST TIME. EXHIBITED POWER PAPER STACKER. WROTE A.L. CAPPELLI, GENERAL MANAGER, "WELL ORGANIZED, PERSONNEL VERY COOPERATIVE, GENERALLY EXCELLENT RESPONSE." CLEARED

B. DATA GENERAL CORP., SOUTHBORO, MASS. OTM. SALES DURING EVENT: \$420,000. PROJECTED 12 MONTH \$650,000. EXHIBITED
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"ECLIPSE" AND "NOVA" COMPUTERS. ING. PIERO DI CAMILLO,

GENERAL MANAGER, WROTE: "ABOVE OPTIMISTIC EXPECTATIONS BOTH FOR THE NUMBER AND FOR THE QUALITY OF VISITORS. I FEEL WE HAD A UNIQUE OPPORTUNITY FOR SALES IN THE MANY MARKETS WE TRY TO REACH SUCH AS PROCESS CONTROL, COMMERCIAL DATA PROCESSING, DATA COMMUNICATIONS AND SCIENTIFIC COMPUTATION." CLEARED EXCEPT FOR SALES FIGURES

C. DATA 100 CORP., S. MINNEAPOLIS, MINNESOTA. OTM. SALES DURING EVENT \$200,000. PROJECTED 12 MONTHS: \$1,500,000. PENETRATED AUSTRIA FOR FIRST TIME. EXHIBITED REMOTE TERMINALS. C. BARBERIS, SUPPORT MANAGER, WROTE: "THE SHOW WAS WELL ORGANIZED AND WE ARE VERY PLEASED FOR THE SUPPORT GIVEN." CLEARED

D. FAIRCHILD SYSTEMS TECHNOLOGY DIV., PALO ALTO, CALIF. OTM. SALES DURING EVENT: \$300,000. PROJECTED 12 MONTHS: \$1,000,000. EXHIBITED TEST EQUIPMENT FOR INTEGRATED CIRCUITS. WROTE ING. GIUSEPPE DE MICO, ITALIAN AGENT: "SHOW WAS EXCELLENT PARTICULARLY OUR SEMINAR VEHICLE. ATTRACTED AN INTERESTED AUDIENCE OF TOP LEVEL PROSPECTS". CLEARED

12. MTC'S 4TH EDP EXHIBITION WAS RECORD-BREAKER, VIEWED FROM PRACTICALLY ALL ASPECTS. IT WAS LARGEST SHOW EVER HELD AT MILAN TRADE CENTER, WITH 53 PARTICIPANTS FOR 83 AMERICAN EXHIBITORS REQUIRING MTC TO EXPAND INTO RENTED SPACE IN ADJOINING FAIR PAVILLION. BOTH DATAMATION MAGAZINE, CO-SPONSOR OF SPECIAL SEMINAR, AND USIS WITH SPECIAL HIGHLY SUCCESSFUL COMPUTER BOOK EXHIBIT, ALSO HAD STANDS DURING SHOW BRINGING TOTAL BOOTHS TO 55. DURING EXHIBITION SALES OF \$3,950,100 BROKE ALL PREVIOUS MTC RECORDS AS DID OUR REGISTERED ATTENDANCE OF 2082 (HIGHEST EVER FOR AN EDP SHOW). PROJECTED 12 MONTH SALES OF OVER \$27 MILLION WERE \$10 MILLION HIGHER THAN LAST YEAR'S EXHIBITION--PARTICULARLY NOTABLE IN THIS YEAR OF SERIOUS ECONOMIC RECESSION.

ONLY FIVE EXHIBITORS SOUGHT EXREPS; ALL FIVE REPORTED THEY HAD APPOINTED EXREPS DURING SHOW (FIVE AGENTS/DISTRIBUTORS AGREEMENTS WERE SIGNED DURING THE EVENT) OR EXPECTED TO APPOINT ONE DURING NEXT 12 MONTHS.
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SEMINAR CO-SPONSORED WITH DATAMATION MAGAZINE, EXTREMELY WELL ATTENDED AS WERE THREE DAYS TECHNICAL TALKS ORGANIZED BY EXHIBITORS THEMSELVES. PRESS COVERAGE, FROM BOTH TECHNICAL AND DAILY PRESS WAS EXCELLENT.

SHOW PARTICULARLY NOTABLE FOR LARGE NUMBER AND HIGH QUALITY ITALIAN VISITORS WHO AFTER THREE SUCH PREVIOUS EXHIBITIONS

HAVE NOW FIXED LATE MAY-JUNE AS TIME TO SEE AND BUY AT
USTC VERY LATEST IN AMERICAN COMPUTER TECHNOLOGY.FINA

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 09 JUN 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975MILAN01033
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750201-0273
From: MILAN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750668/aaaackly.tel
Line Count: 117
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE'S A-3156
Review Action: RELEASED, APPROVED
Review Authority: GolinoFR
Review Comment: n/a
Review Content Flags:
Review Date: 12 FEB 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <12 FEB 2003 by PhilliR0>; APPROVED <13 MAY 2003 by GolinoFR>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: JUNE 4TH EDP USA FINAL REPORT
TAGS: BEXP, IT
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006